

# **Plaintiffs' Exhibit 78**

# **FY'22 Holiday Media Recommendation**

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September 17, 2021



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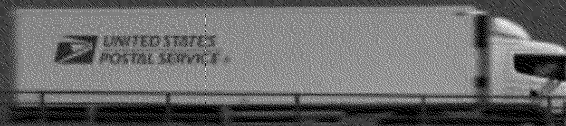


USPS-ADS-0000064864



## PURPOSE

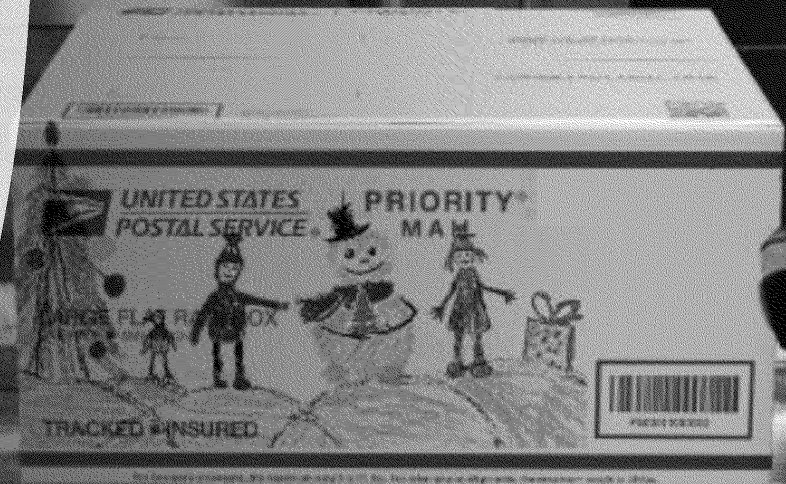
*To present and gain alignment on the FY'22 Holiday Equity media recommendation*





## AGENDA

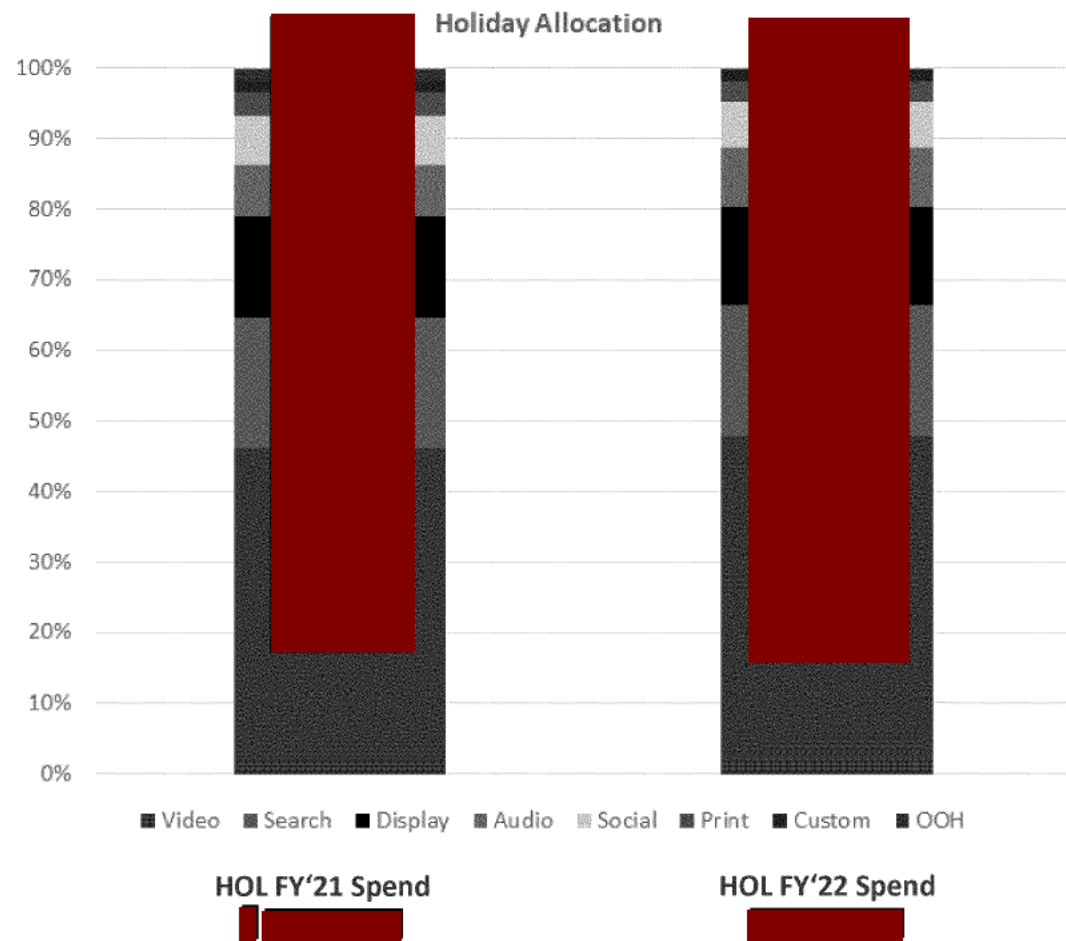
- Campaign Parameters
- Strategic Approach & Target Audience
- Media Recommendation
- Measurement
- Next Steps





## YOY HOLIDAY CHANNEL ALLOCATION

- Holiday budget and channel allocation percentages are relatively [REDACTED]
- Majority of spend within November
  - [REDACTED] of investment allocated to November in order to focus on early HOL weeks for the USPS business





# HOLIDAY MEDIA RECOMMENDATION





INTERCEPT CONSUMERS THROUGHOUT THE SEASON WITHIN THEIR PASSION POINTS  
EMPHASIZING HOW USPS WILL [REDACTED]

CONNECTIONS PRINCIPLE

COMMUNITY

[REDACTED]

KEY MOMENTS

[REDACTED]

STR. AUDIO / PODCASTS

[REDACTED]

DISPLAY (GM)

[REDACTED]

DISPLAY (HA)

[REDACTED]

DISPLAY (AA)

[REDACTED]

ACE

[REDACTED]

[REDACTED]

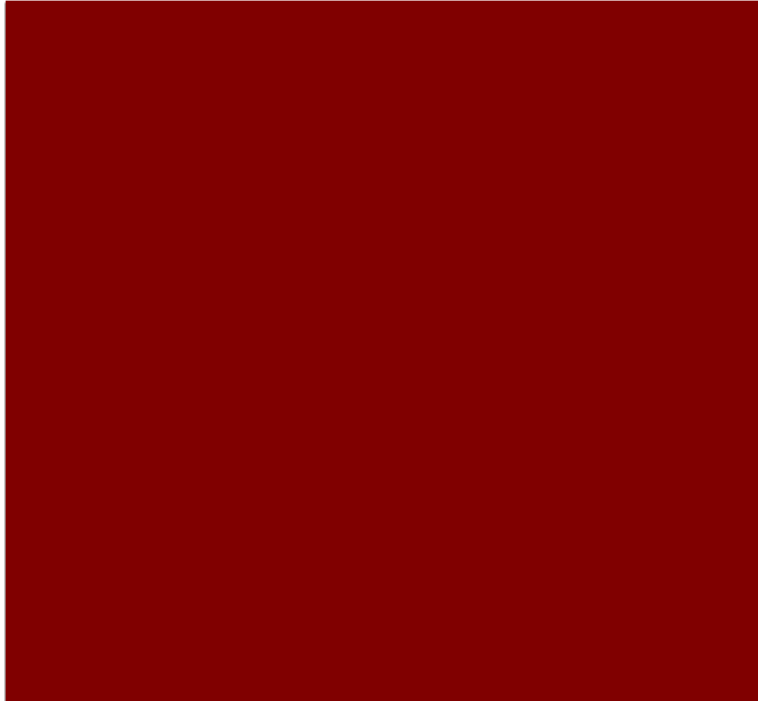


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## OPTIMIZED DISPLAY PARTNER LIST ALLOWS FOR REACH/FREQUENCY MANAGEMENT

Holiday FY'21 Spend

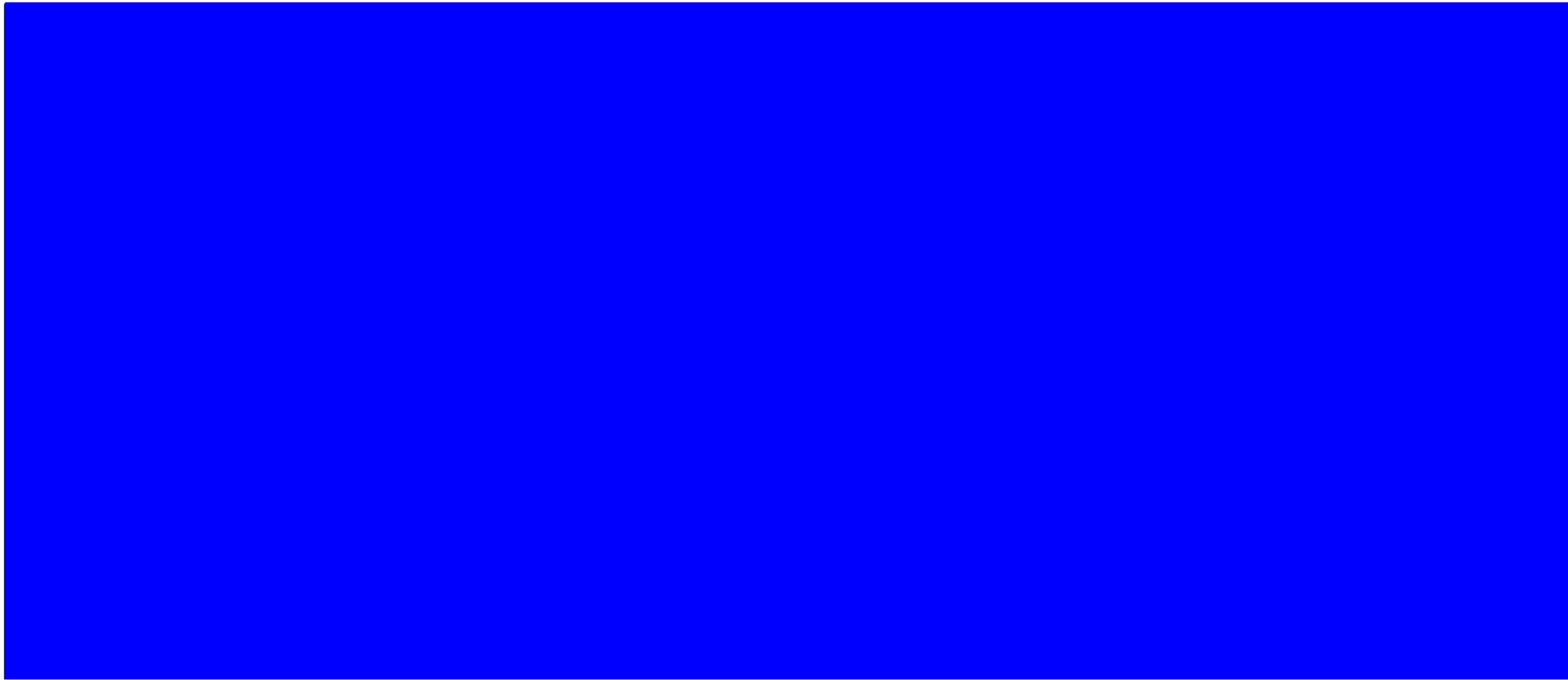


Holiday FY'22 Spend





## A COMBINATION OF STANDARD BANNERS, RICH MEDIA/HIGH IMPACT UNITS, & TAKEOVERS TO DRIVE QUALITY SITE TRAFFIC



UNITED STATES  
POSTAL SERVICE



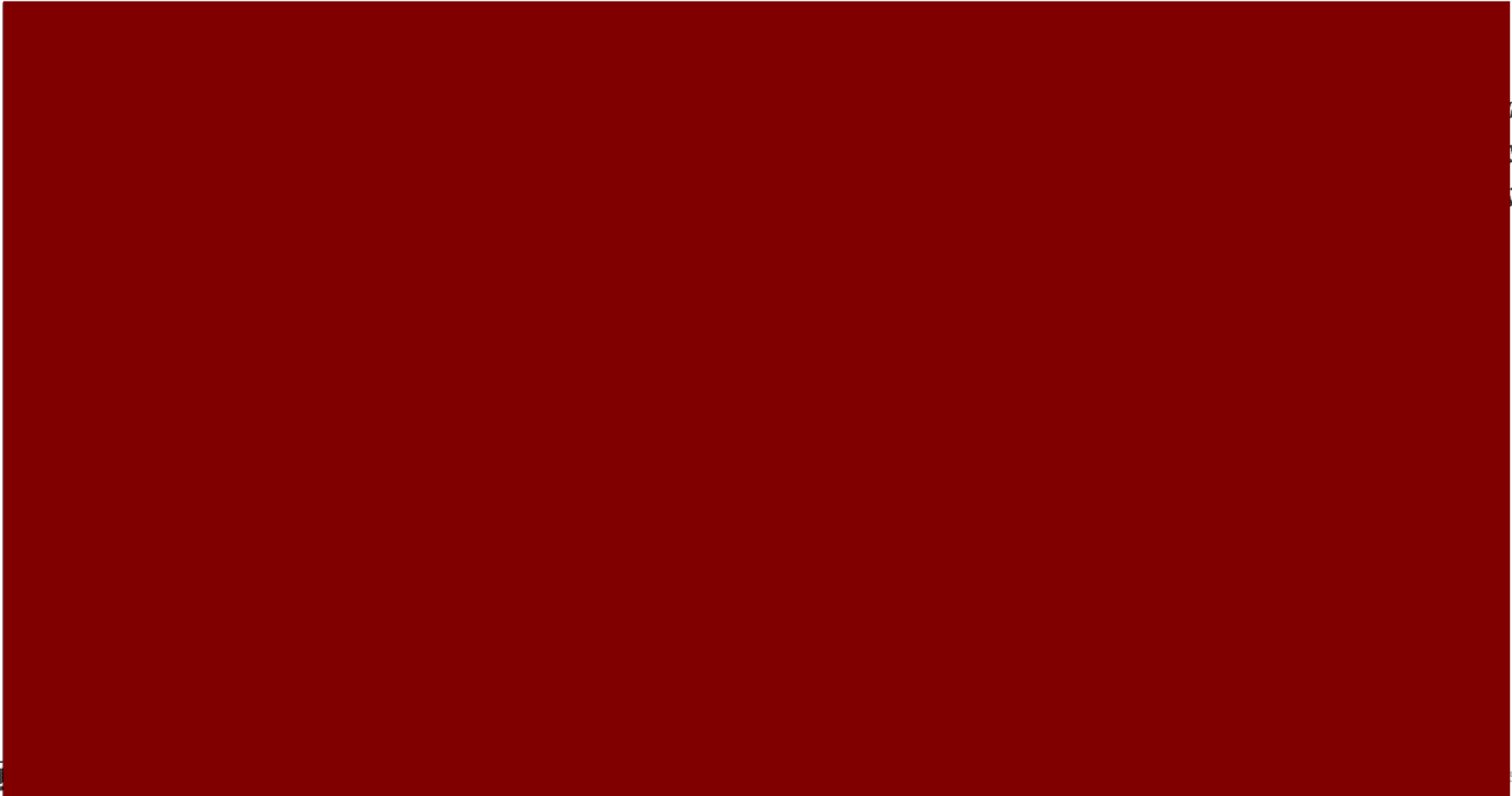
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## INTRODUCE NEW PROGRAMMATIC TACTICS TO COMPLEMENT TRIED AND TRUE



NEW

NEW

NEW

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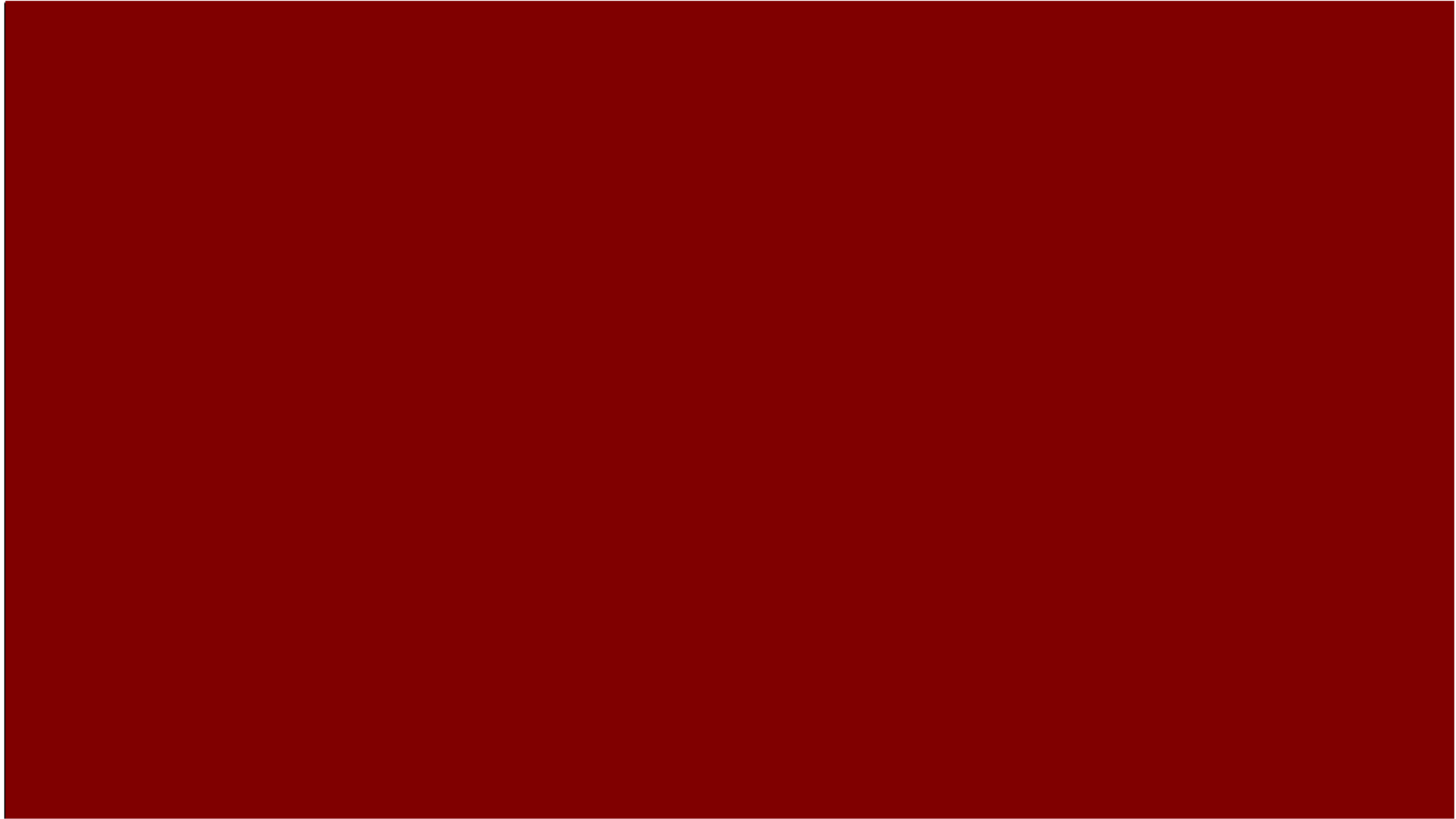


# MEASUREMENT





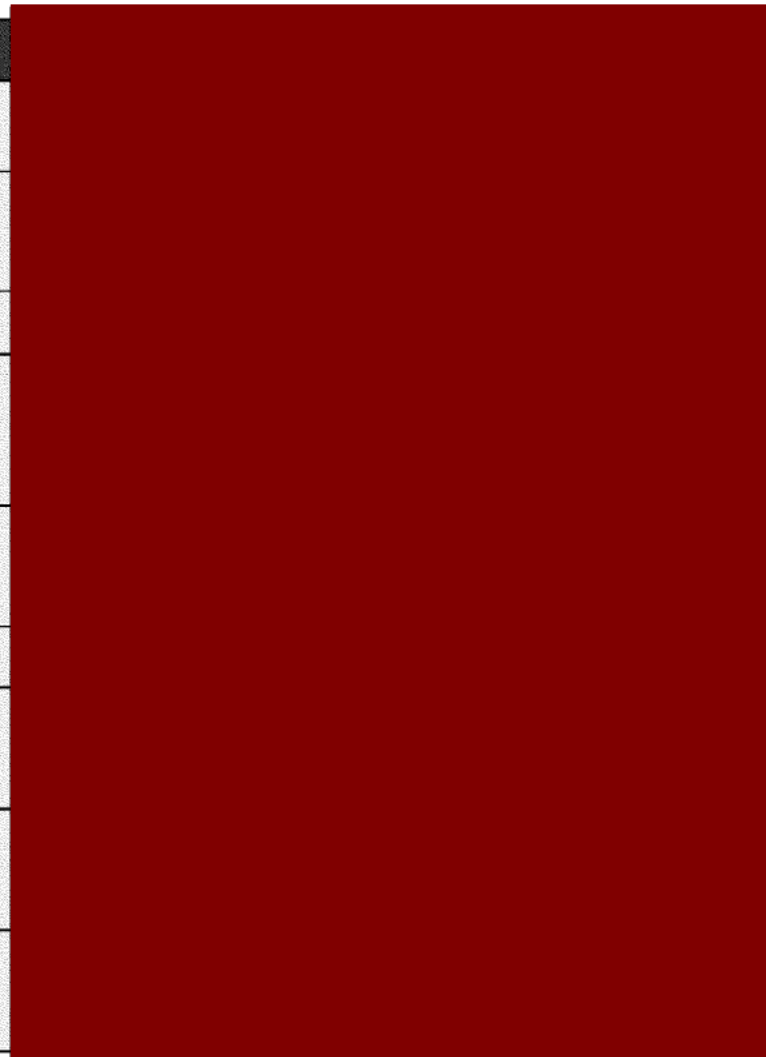
## A25-54 HOLIDAY REACH





## KPI AND BENCHMARKS (TO BE UPDATED WITH FY'22)

Media Channel	Target Market
Display	General Market
	Hispanic
	African American
Search	General Market
	Hispanic
Social: Traffic	General Market
	Hispanic
Social: Awareness	General Market
Social: New*	General Market
Streaming Audio	General Market
	Hispanic



\*provided by partner



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# NEXT STEPS





## NEXT STEPS FOR PLAN APPROVAL

	Deadline
USPS review period on presented recommendation	
Media to share Terrestrial Audio recommendation	
USPS alignment on presented recommendation	
USPS alignment on Terrestrial Audio	
Multi-Channel Campaign Launch	



MATTERKIND GM DISPLAY METRICS

	TARGETING	PARTNER	TACTIC	BUDGET	IMPRESSIONS
MATTERKIND	Behavioral*				
	HVAs*				
	Competitive Conquesting*				
	Custom Intent*				



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## MATTERKIND GM DISPLAY METRICS (CONT'D)

		TARGETING	PARTNER	TACTIC	BUDGET	IMPRESSIONS
MATTERKIND		Native				
		Behavioral				
		Behavioral				
		Lookalike				
		Retargeting				



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